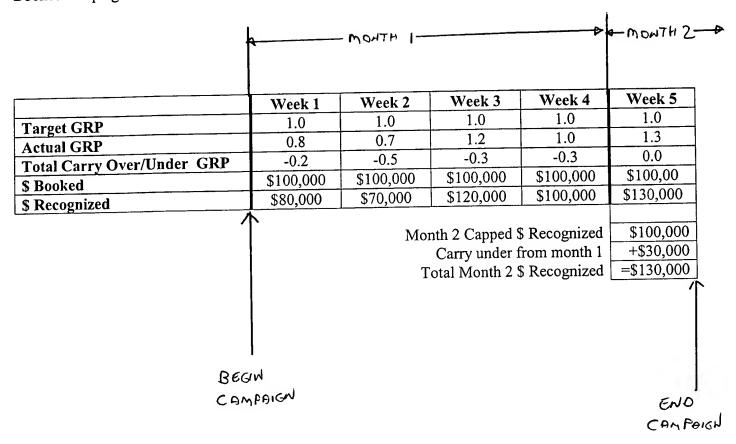


Line 1
5 week campaign.
Target campaign GRP =5.0
Booked campaign amount = \$500,000



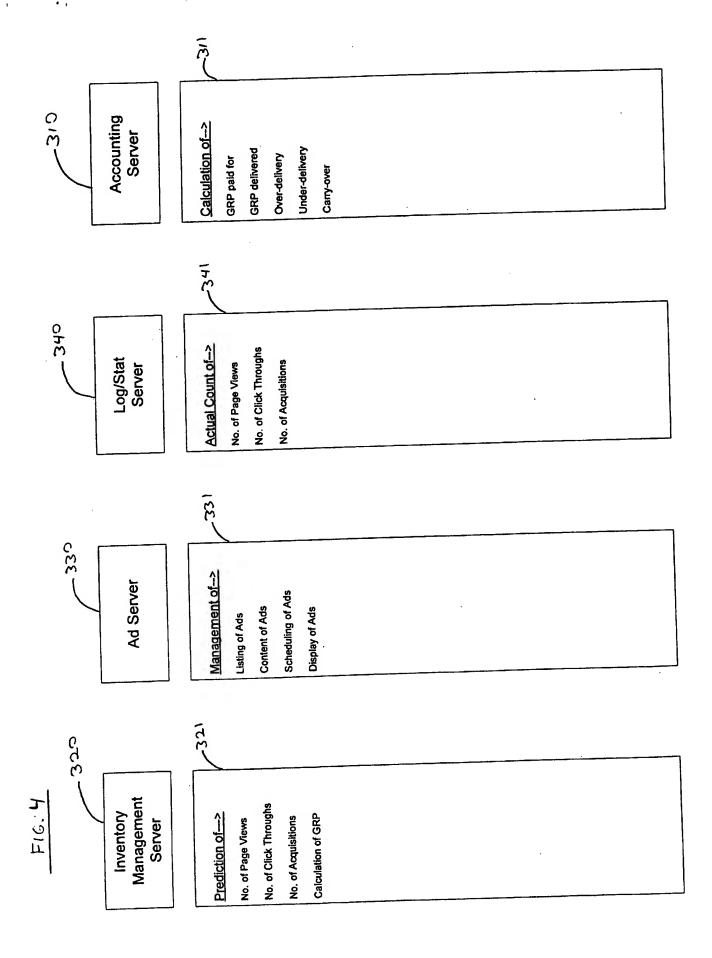
Line 2
5 week campaign.
Target campaign GRP = 7.0.
Booked campaign amount = \$350,000.00

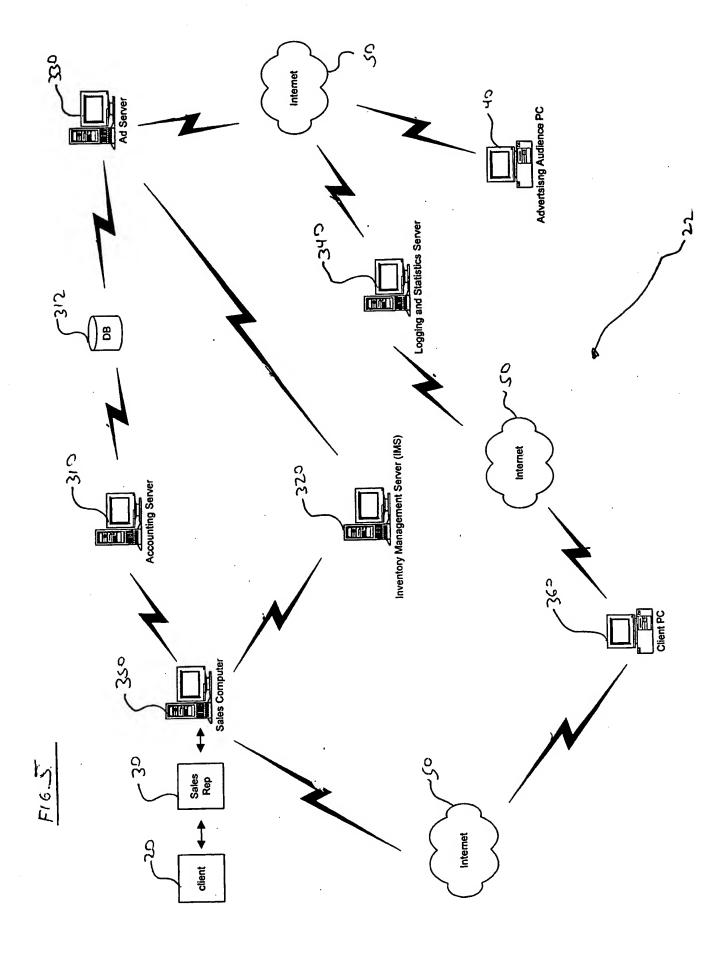
	I	LINE 2			
	Week 1	Week 2	Week 3	Week 4	Week 5
CDP	1.4	1.4	1.4	1.4	1.4
arget GRP	1.1	1.5	1.4	2.6	0.7
ctual GRP	-0.3	-0.2	-0.2	+1.0	+0.3
otal Carry Over/Under GRP	\$70,000	\$70,000	\$70,000	\$70,000	\$70,000
Booked	\$55,000	\$75,000	\$70,000	\$130,000	\$35,000
S Recognized	\$33,000	\$15,000	Ψ. σ,σσσ	<u> </u>	3d 4d

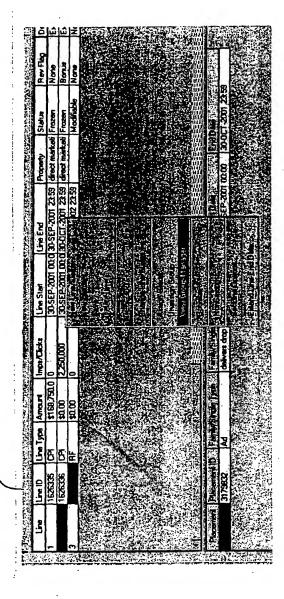
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			Line 2				
		W	eek 5 (Expand	ed View)			
Day of Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Target GRP	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Actual GRP	0.1	0.1	0.1	0.1	0.1	0.1	0.1
\$ Booked	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
\$ Recognized	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
5 Recognized	\$3,000	ψο,σου					
	+,	3 days			4	days	
Target GRP		0.6				0.8	
Actual GRP		0.3				0.4	
Total Carry		+0.7			-	+0.3	
Over/Under				1			
GRP							
\$ Booked		\$30,000				10,000	
		\$15,000			\$2	20,000	
\$ Recognized		\$10,000					

Actual Month 2 Recognized Revenue = \$20,000
Total Carry Over Amount including Month 1= +\$35,000
Total Recognized Revenue for Month 2= \$55,000
Capped Total Recognized Revenue for Month 2= \$40,000



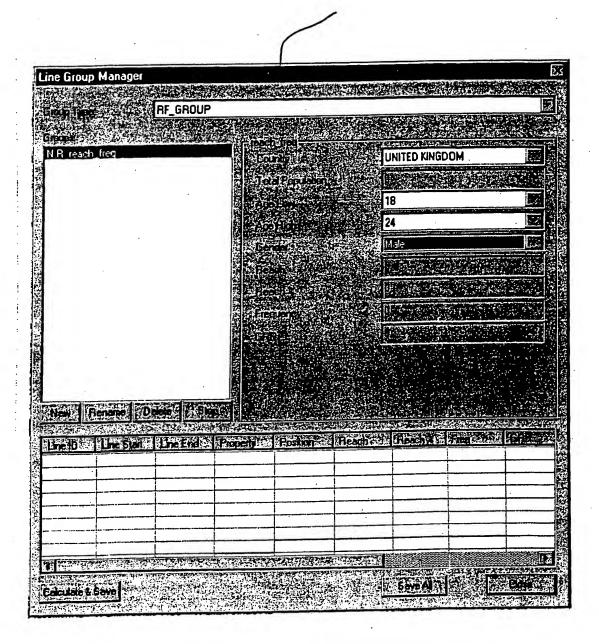


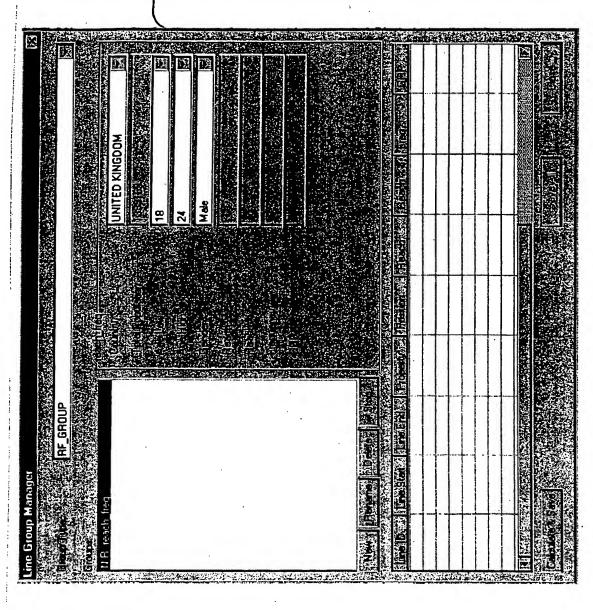


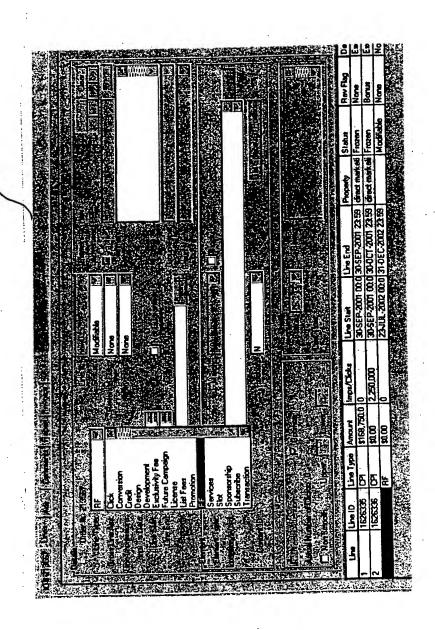
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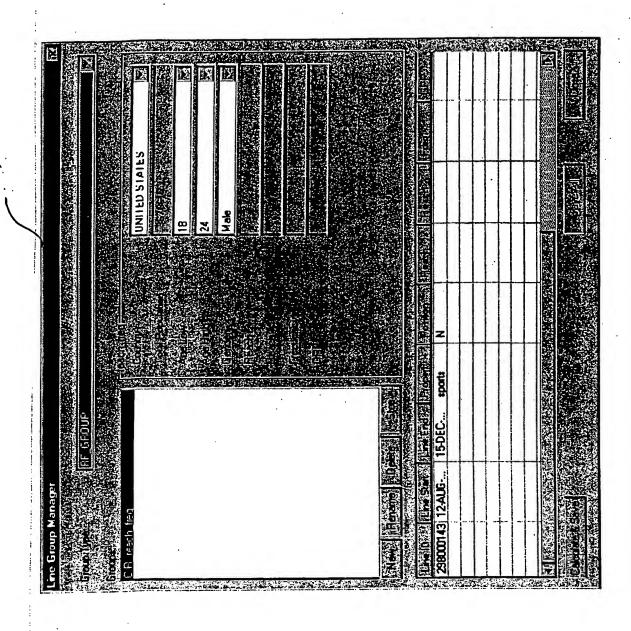






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